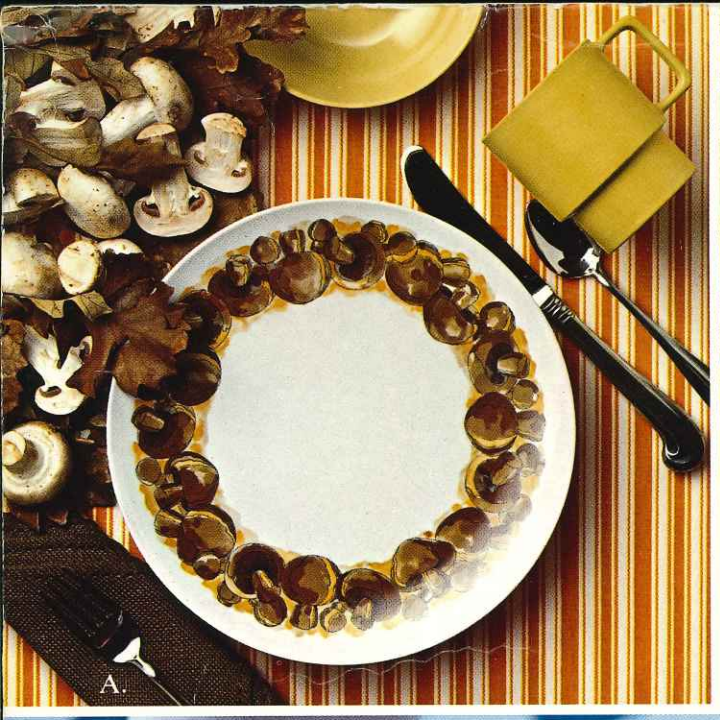
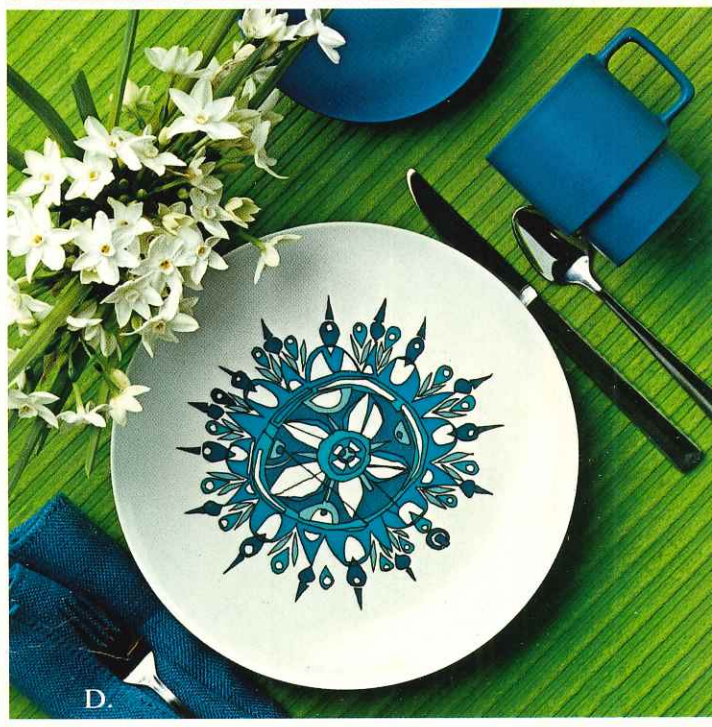
Supplement to Homefurnishings Daily, January 2, 1970

DHH
15(17.4)Hpa

glory be!

XD 7/571

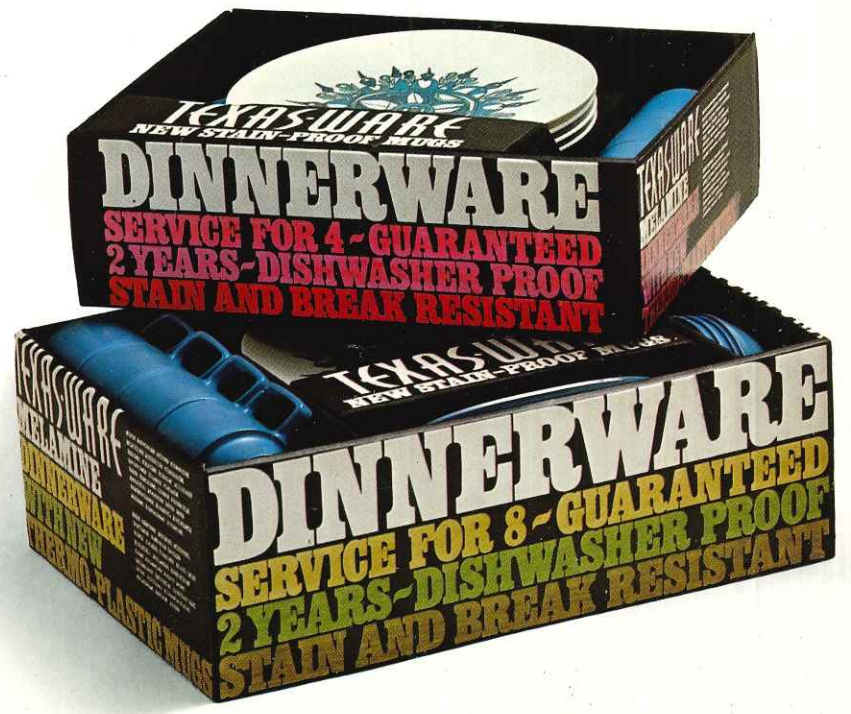


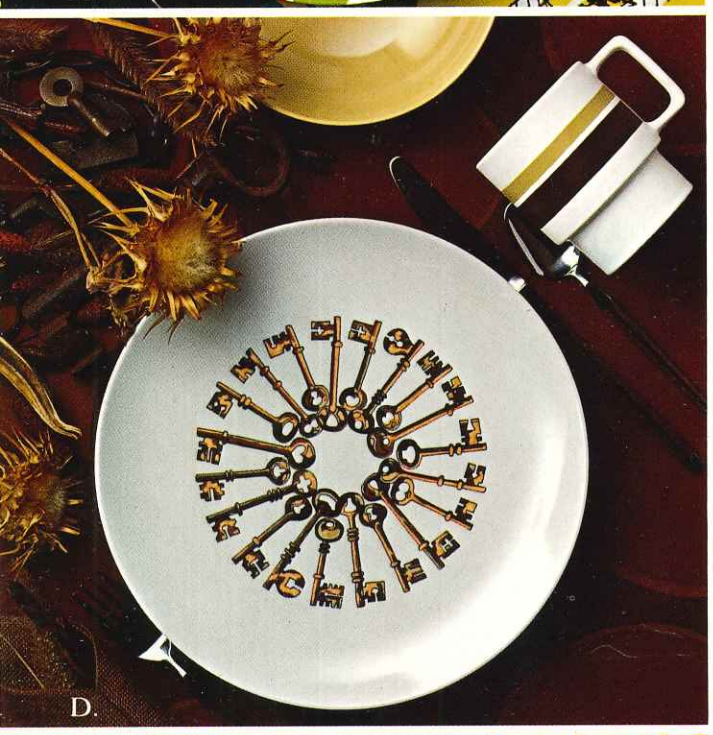


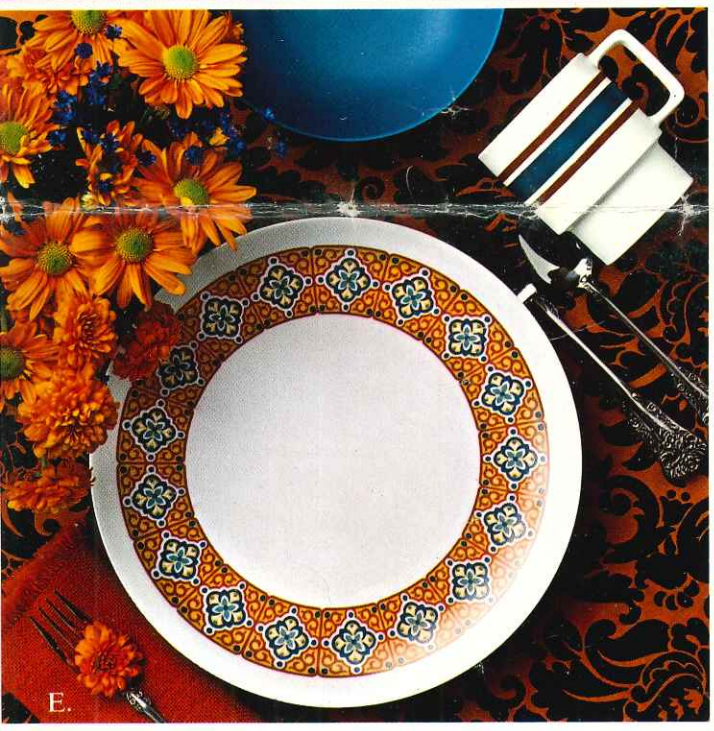
The Glamour Collection: **a.** Chatta **b.** Tiffanie Daisy **c.** Pi **d.** Starshine

glory is texas

Gloriously wild original design.
Utterly abandoned color.
It's *the* look that's reshaping the American dinner scene. Only Texas-Ware has it. Only Texas-Ware has it *first. Regardez! Glamour,* with its well-stacked kicky mug. Attuned to your unabashed yen for Table-le-Hot. *Bon appetit!* with America's finest wash-and-wear melamine dinnerware, paired with all new, exclusive thermo-plastic mugs. Geared for quick-shelf-take-off in new decorator packs with service for 4 or service for 8.





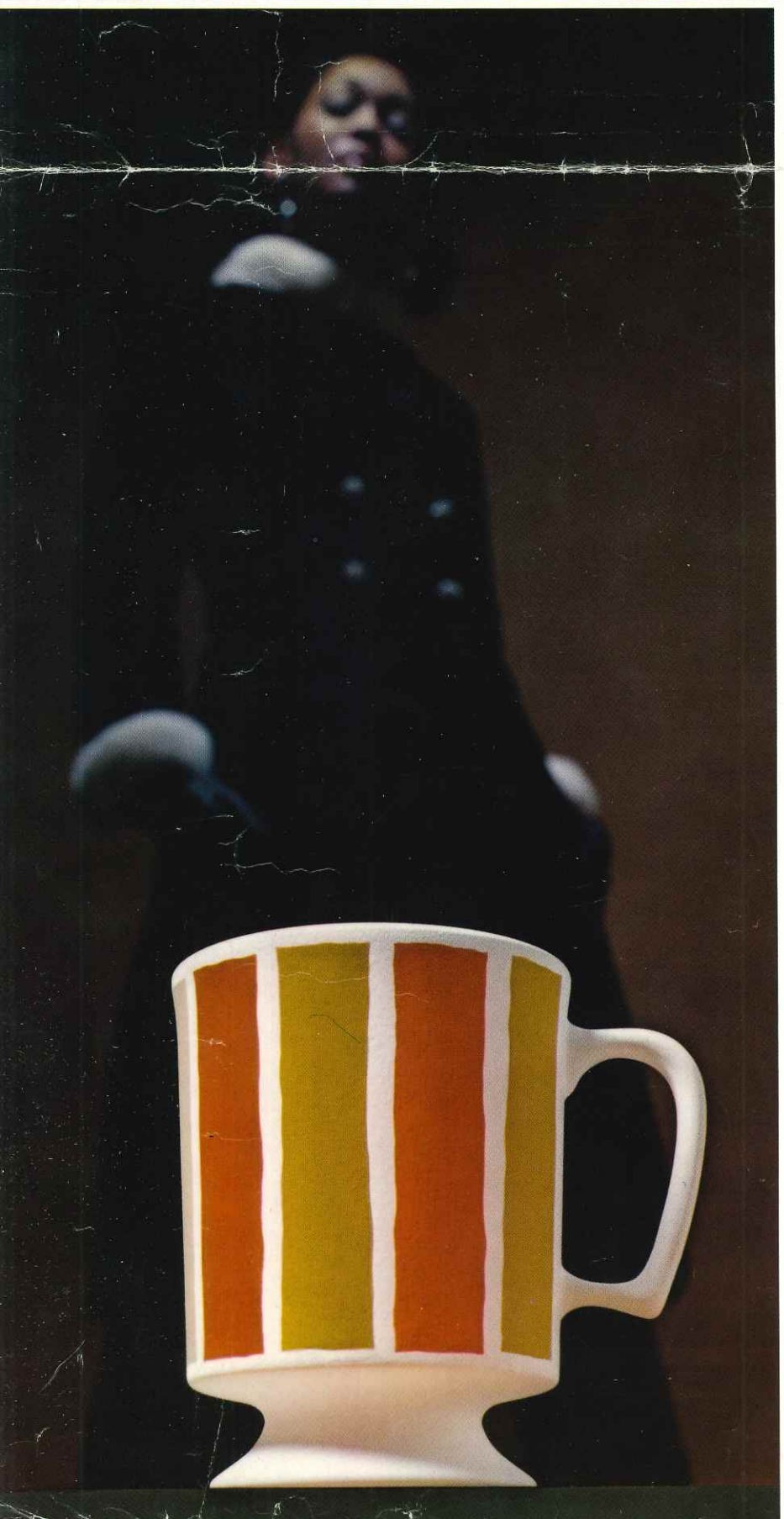


The Vogue Collection: **a.** Mardi Gras **b.** Palms **c.** Georgetown **d.** Chatelaine **e.** Iberia

s.ware

Vogue! A new fashion phenomenon for the Lunch Bunch . . . or the Supper Uppers . . . patterned with a new excitement that explodes into a blazing barrage of new color at the dinner table. It's à la carte dining from Texas-Ware, in America's finest melamine. But, *more*! . . . co-ordinated color and design are also served in exclusive thermo-plastic mugs, so much in vogue. Find empathy at your table with these exclusive new Originals. A complete pack with service for 8.

The Bazaar Collection: **a.** Zodiac **b.** Blue Sonnet **c.** Houndstooth **d.** Dandy **e.** Glory **f.** Jardiniere



glory be!

Behold, *Bazaar!* Designed exclusively for fashion-oriented department stores. It frees you from the Tories. From the pedestrian. From the jaded look of ordinary melamine. Here is an outpouring of color and design. Original. An emotional experience. Take the plunge. Its sure-footed mugs will sustain you. They are the ultimate in thermo-plastic adventure. Find them ready reshipper-packed for 8.

America's finest melamine dinnerware, coordinated with new, stain-proof, stackable thermo-plastic mugs.

Texas•Ware is guaranteed 2 full years against breaking, cracking, chipping, permanent staining; both dishwasher and detergent safe.

Texas•Ware decorated dinner plates with exclusive SR-40® are proved up to 5 times more stain-resistant than ordinary melamine.

See It Now
Atlantic City China and Glass Show
National Housewares Show

TEXAS·WARE

Plastics Manufacturing Company
2700 S. Westmoreland; Dallas, Texas 75224

D 7/23
D 7/23